

Now That Christmas Is Over—You've Time to Have Your Eyes Examined

That half-yearly examination of your eyes ought not to be neglected—especially when so much of the enjoyment of Holiday Gayeties depends so much on correctly fitting glasses. Let the Gimbel Optical Shop increase your efficiency for both work and play by giving you just the glasses you need.

GIMBELS—OPTICAL SHOP—Main Floor Balcony

Store
Hours,
9 to
5:30

For Other Gimbel News See Page 3 Section II.

Gimbel Brothers

32nd ST. - BROADWAY - 33rd ST.

Store
Hours,
9 to
5:30

Gimbels Restaurant
Combination Plate Service,
delicious and delightfully served, 75c, 85c, \$1.00, \$1.25
(including Bread and Butter)
Afternoon Tea, 3.30 to 5.30 P. M.
GIMBELS RESTAURANT—Eighth Floor

Muslinwear, Linens, Muslins, Etc., Specially Priced Monday

The Annual Reduction Sale of FURS

involving our entire choice fur collection

Now Marked at Savings of a Sensational Nature

FUR coats, wrap-coats, trotteur coats, coatees, novelty fur pieces, scarfs, muffs . . . of selected skins, fashioned with highest craftsmanship . . . all take a sharply lowered price in this Annual Sale, as we do not carry over furs to another season.

Today's market prices for raw furs . . . by which next season's fur garment prices are established . . . are higher than ever in the history of furs. This event is, therefore, of greatest importance.

French Seal Coats, trotteur length,
large cape collar of self fur . . . NOW \$115

French Seal Coats, ¾ length,
large beaver cape collar . . . NOW \$215

French Seal Coats, full-length,
with large self collar and cuffs . . . NOW \$225

Natural Mink Coats, trotteur length,
of very fine natural skins . . . NOW \$425

Natural Mink Coats, full length
model, with self border . . . NOW \$695

Moleskin Coats, trotteur model,
large self collar and border . . . NOW \$255

Nutria Coats, trotteur model,
of fine pelts with self border . . . NOW \$169

Marmot Coats, three-quarter length,
with large raccoon cape collar . . . NOW \$165

Caracal Wrap-Coats, three-quarter length,
of very fine skins . . . NOW \$325

Grey Squirrel Coats, trotteur length,
of finest clear skins . . . NOW \$275

Hudson Seal Coats, trotteur model,
of very choicest skins . . . NOW \$225

Hudson Seal Coats, three-quarter
length, with skunk collar and cuffs . . . NOW \$369

Hudson Seal Coats, full length,
of selected skins, self trimmed . . . NOW \$395

Moleskin Wrap Coats of
beautifully matched skins . . . NOW \$435

French Seal Coats
three-quarter length, with large collar
and cuffs of Japanese Ko-
linsky. Now \$155

Caracal Coats
Full length model of selected skins,
in beautiful markings. Now \$195

Hudson Seal Coats
in trotteur length, fashioned in charm-
ing wrap-coat effect. Now \$255

Black Lynx large animal Scarfs, Now \$55
Beaver Capelets, choice skins, Now \$47.50

Muffs, Now \$59.
Muffs, Now \$39.

Natural Skunk Capes, Now \$55
Moleskin long Stoles, Now \$79

Muffs, Now \$45.
Muffs, Now \$32.50.

Grey Squirrel
large round Muffs,
Now \$32.50

Large Skunk Muffs
of dyed skins,
Now \$22.50.

"Furriers Since
1842"

Hudson Seal
large melon Muffs,
Now \$10.

Taupe Kit Lynx
Scarfs,
Now \$15.

"No Duplicate" Fur-Model Wraps and Coats Still Further Reduced.

Children's Fur Sets Marked Down for Clearance.



Natural Mink
Coat, reduced
to \$25.00

A foremost coat-maker
closed out to us

200 Women's Fur-Collared Coats

also 50 without fur
to sell at regular cost price
\$25 to \$49.50



Bolivias, with great
cape collar of Australian
opossum.

Wool Velours, with
collar of French Seal
(dyed coney).

Heather Velours, with
big collars of Australian
opossum.

Sports coats of Velour
du Nord, with great shawl
collar of taupe dyed nu-
tria or raccoon.

Full-length coats of
Salt's Peco Plush, with
great self-fabric cape col-
lar.

And stunning coats of
Bolivia cloth for the
woman who prefers her
coat without fur.

Every Coat in the 250
Is Lined; Also
Interlined.

There are perhaps fifteen dis-
tinct styles from blouse-back to
extended hip. The tailoring is
one of the points of pride with
these makers.

GIMBELS—WOMEN'S COAT SALON—Third Floor

EXCEPTIONNELLE! Every French Blouse

of silk crepe de chine . . . Georgette crepe . . . taffetas . . .
exquisite laces . . . chiffon and laces.

AT HALF THE PRICE MARKED

This Sale for Monday Only

Every patron of the Gimbel Gallery of Blouses will appreciate the extraordinary oppor-
tunity this presents and will avail herself of the advantage.

None of these blouses may be credited, exchanged, sent on approval or C. O. D.
The GIMBEL GALLERY OF BLOUSES—Third Floor

A Headdress for Every Evening Gown . . . Is the Paris Decree



And at the gay gatherings that mark the holi-
day season will be seen none lovelier than the
headdresses that will be chosen from this Gimbel
showing.

Some Paris Has Sent . . . Others Have Been
Interpreted from Paris Sketches . . . Many
Just as Exquisite . . . Are Gimbel Designed

From the simple hair confiner of gold tissue dotted
with tiny roses or the cap of spun metal lace and
iridescent sequins . . . that have the debutante in
mind . . . to the single ornament of white mara-
bou and pastel tinsel for the matron . . . every
woman's preference has been borne in mind.

\$2.95 to \$15

The Flower and Feather Section—Third Floor.

A Showing of Exquisite Millinery for New Year's Eve Wear.
THE FRENCH MILLINERY SALON—Third Floor.

Fine Silks at Prices That Will Tempt your Christmas money to invest itself

Such an investment will give you such pleasure for so long; for when money comes as a gift it soon takes
wings unless you sensibly exchange it for some lovely enduring gift. Now here are silks, for example, that
will be just the thing.

1920 Silk Foulards - - \$3.15 yd. Fiber Satin, 40 in. wide - \$4.95 yd.

A quite wonderful selection, both as to colors
and as to designs.

A well known make and a heavy quality. All
the wanted shades, and so lovely that as long
as you have it it will be a joy.

"Carbon" Black Satin, 40 in. wide, rich and beautiful quality . . . \$2.75 yd.
Satin Charmeuse, double width, navy and black only. Very soft . . . \$3.15 yd.
Crepe de Chine Shirtings, 32 in. wide, stripes in color . . . \$3.65 yd.

GIMBELS—SILK SECTION—Second Floor

Wool Fabrics That Many Will Appreciate at these splendid price concessions All Wool, of Course, and American Made.

There's such a fine range of colors in the Dress Goods Section of every
wanted fabric, but we have chosen these four items as the most practical
offering at the prices asked. So please look at them. You'll buy!

54-in. Fine Poirer Twill, \$4.85 yd.
All wool; made from fine
stock and perfectly woven.
Fine for dresses, tailor suits
and skirts. Two good shades
of navy blue and black.

54-in. Sponged and
Shrunk Broad-
cloths, \$4.45 yd.
Rich, lustrous fin-
ish; in all wanted
colors and black.

50-in. French Twill
Serges, \$3.50 yd.
Dress weight in me-
dium and dark navy
blue and black.

54-in. Coatings, \$3.50 yd.
Heavy tweed effects; for
motor or storm coats; also
for boys' and girls' school
coats. Brown, gray, blue
and other mixtures.

GIMBELS—WOOL FABRIC SHOP—Second Floor

50 Lamp Shades—Down

Because they have been handled during the
Christmas rush. Few persons can tell that they
are blemished, but we know it, and that's
enough to make the Buyer feel that sharp re-
ductions are the best remedy.

Sizes—18-in. diameter and 24-in. diameter.
Not all colors in each size.

Exquisitely made in plain and fancy silks.

Prices Now \$8.95 to \$52.50

A Special Purchase—Specially Priced

Floor Lamps and Table Lamps. Polychrome Decorations.

Floor Lamps are of carved wood and now range \$25.00 to \$52.00 ea. Table Lamps, some metalized; others in wood. Now \$8.95 to \$25.00.

GIMBELS—LAMP SECTION—Fifth Floor

There are always chances of "bargains" and opportunities for thrift
in a big store—particularly after a heavy selling season, when certain
desirable groups of stocks are bound to accumulate—or others arrive a bit
too late to share in the general exodus—and so meet the fate of the
After-Holiday Clearaway blue pencil.

The goods listed below are cases in point. All are fresh—new—desir-
able—but—for one reason or another—out they must go. And those
who are seeking to rehabilitate their homes or to replenish their ward-
robes during the after-holiday lull may do so on Monday with the ad-
vantage of "End-of-the-Year" Savings.

This Merchandise on Sale in the various sections, and on the Aisle of White—
Main Floor

300 Crepe de Chine and Satin Envelope Chemises & Bloomers, \$3.95

Washable. Satin Envelope Chemise, in flesh color; lace top; ribbon
shoulder straps.

Crepe de Chine Envelope Chemise, in flesh color; two rows of lace at
top; ribbon shoulder straps.

Crepe de Chine Bloomers, in flesh color; reinforced; elastic and two
rows of lace at knee.

50 Vest Chemises of Flesh
Color Crepe de Chine
\$3.50

100 Batiste and Seco Silk
Bloomers—Extra Sizes
\$2.00, \$3.95

Daintily simple model in the wanted
tailored style, with shoulder straps
of the material and hemstitch-
ing to finish top and bottom.
Come early for these—
They're worth it.

Three styles—all reinforced; two models
in pink batiste—daintily Val. lace
trimmed; one with a touch of
embroidery. Seco silk style
finished with georgette
and lace frill.

GIMBELS—LINGERIE SHOP—Second Floor

350 Infants' Long and Short Dresses \$1.95; Infants' Gertrudes \$1.50

Of fine nainsook, with tucked and embroidered yokes;
deep hems, or lace and embroidered trimmed skirt.

250 Infants' Long and Short
Gertrudes \$1.50

150 Madeira Hand-Embroidered
Bibs \$1.50, \$1.95

Lace or embroidery ruffles; splendid, most
serviceable little garments.

These bibs arrived a bit too late for Santa
Claus. Hence the Pricing.

GIMBELS—BABY SHOP—Second Floor

250 Dozen Pure Irish Linen Damask Table Napkins---\$9.75

Circular designs; extra heavy and closely woven. 24x24 in.
Shoppers will recognize the unusual economy involved in this pricing.

500 Dozen Turkish Bath
Towels, 29c each

300 Dozen Hemstitched Huck
Towels, 35c each

Full bleached, heavy and very absorbent.
Neat blue striped borders; generous
size. Splendid quality and value;
tempting enough to warrant
a heavy investment!

Very soft and absorbent. 18x36 inches.
The fact that these towels were
purchased by us many months
ago accounts for the
saving here.

GIMBELS—LINEN SHOP—Second Floor

500 Pairs of Plaid Woolen Blankets Very Special \$7.75

These are firmly woven blankets of fine wearing quality. They
are full size and come in block patterns of blue, tan, pink or grey.
Of course the pricing is unusually low for this grade of blanket.

350 White Blankets
\$8.75

769 White Crochet Bed
Spreads, \$2.65

A special family blanket, wool and cotton
mixed. Extra size and weight,
with pink, blue or yellow
borders. 72x90 in.

Closely woven spreads in Marseilles pat-
tern. Neatly hemmed, soft finish.
Full size. Same Spread
Scalloped, \$2.95.

GIMBELS—BLANKET AND BED SPREAD SHOP—Second Floor

600 French Crepe Negligees \$6.95; House Dresses \$2.95; Petticoats \$3.95

Pink, blue, lavender and peach; two models; one hand-embroidered;
the other in coatee effect, with ribbon trimming. Sizes 36 to 46.

400 House Dresses of Excellent
Quality Percale, \$2.95

285 Egyptian Satine
Petticoats, \$3.95

Two styles; two-toned stripe dresses, in
pink, blue or lavender, with detach-
able belt and pocket on skirt.
Sizes 36 to 46.

Egyptian Satine is a fabric which very
closely resembles silk. As its base is
cotton, it is unusually durable
and serviceable.

GIMBELS—PETTICOAT AND NEGLIGEE SHOP—Second Floor